

# Using analytics to improve sales through service



Ember

## CASE STUDY

### Problem

- Operational teams reluctance to move from a service culture to more of a sales-through-service operational model
- Opportunities to upsell being missed
- Need to increase revenues generated through the contact centre

### Solution

- Analysed a large sample of calls to identify if there was a potential sales opportunity
- Created an automated 'sales pitch' agent scorecard to track if a sales opportunity was identified and acted on by the agent
- Redesigned existing training content on objection handling and rolled out across the operation
- Coached agents on the right behaviours to demonstrate when a sales opportunity presented itself

### Findings

From the sample of calls, we tracked whether the agent made a sale and found a sales conversion of 43%

From missed opportunities and better call management, we set a target to improve sales conversion to 60% within a 12-week period

This was to be achieved with a combination of enhancing the analytics to get even more accurate results, introducing the agent KPI and coaching individual agents on specific areas to improve



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## Return on Investment

Additional revenues of £100k delivered over the 12-week period.